

# Queen Quality

## FAMOUS SHOE for WOMEN

\$3.50  
to  
\$5.00

Thirteen acres of floor space in the colossal "Queen Quality" factory—the largest in the world making women's shoes exclusively. Consumes daily the hides and skins of 9350 Kids and Goats, 500 Horses and Colts, 1600 Calves, and 975 Steers. "Queen Quality" shoes are World Famous—their wearers are numbered by millions. They are wonderful shoes, pliant as velvet, and with a glove-like fit.

Always made of the best material, in advanced and exclusive styles, they are the recognized world standard of women's footwear, and always supreme on every occasion. Write for our beautiful 16-page booklet, showing the authentic styles in low shoes for Spring and Summer, 1911. Address as below.

Where they go to

Thomas G. Plant Company

No. 1 Bickford St.

Boston, Mass.

"ASK YOUR DEALER FOR THEM"



No. 4214A  
\$4.00

Gun Metal Calf



Where they come from

REMEMBER THE NAME

# Shur-on EYEGLASS MOUNTINGS



Comfort, Convenience and Lens Efficiency

are assured only by insisting on

## Shur-on Mountings

You are the one who must suffer the expense, annoyance, and discomfort if you accept a substitute. Properly adjusted Shur-on Mountings hold the lenses in correct optical position and will not slip, slide, glance nor fall off.

\$3 and \$5 without Lenses  
At all Better Opticians



## Shur-on SPECTACLES

COMFORTABLE  
EFFICIENT  
INCONSPICUOUS

Different from all others in mechanical construction—and the difference is the improvement. Lenses held in position by two small rocking gold pads. When properly adjusted, they will not mark the nose, slip down or hurt behind the ears.

Send for information that will interest and protect you.  
Also list of authorized Shur-on dealers in your city.

E. KIRSTEIN SONS CO., Est. 1864, Ave. Y, Rochester, N. Y.

## You can be up-to-date in the chain you wear

You need not tie up money in a solid gold chain in this age of quickly changing fashions

You can easily afford to observe the niceties of custom demanded today, if you buy

## SIMMONS CHAINS AND FOBs

because you do not have to pay for gold that has no value to you in use.

As you see by these diagrams,

in Simmons chains, a core of baser metal is substituted for the useless gold hidden in the center of the ordinary solid gold chain and you get the practical equivalent of solid gold at one-fifth the cost.

By the time the thick gold shell of a Simmons chain wears down to the alloy core, a solid gold chain of the same grade will

have worn so thin it will break easily—will not carry a watch safely.

For one-half to two-thirds the cost of merely repairing an old solid gold chain, you can buy an entirely new Simmons chain of timely and appropriate design.

It costs nothing to be in style. Get our 1911 Style Book. You can save money, or have several pieces—each the most appropriate for the occasion—for the same money.

Any jeweler can supply you. If he has not exactly what you want in stock, he can get it for you quickly from a nearby jobber. Write or send this coupon now.

R. F. SIMMONS CO., 181 N. Main St., Attleboro, Mass.

Look for "Simmons" in the swivel

A Simmons Dickens' Chain as worn and two-thirds actual size

Send us your name for 1911 Style Book